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|  | 5 | 4-3 | 2-1 | 0 |
| Slide #1: Title Slide | Title slide includes meaningful title, names of presenters, date, and attractive theme. | Missing one of the required materials. | Missing two or more of the required materials. | There is no title slide. |
| Slide #2: Summarize client information | All important information about client is included | Client summary is missing some important information. | Client summary is missing significant important information. | Summary does not exist or is very incomplete. |
| Slide #3: Make a recommendation State 2 or more reasons for your position. | Recommendation is made and includes a clear explanation of choice. 2 or more reasons for selection are presented and explained. | Recommendation is made and includes a vague explanation of choice. 1 or less reasons for selection are presented and are generally explained. | Recommendation incorrect and includes a vague explanation of choice. 1 or less reasons for selection are presented and are not explained. | Recommendation is not made or is not clear. No reasons for selection are given. |
| Slide #4: What are 2 liabilities the owner may face? How are they protected? | 2 potential liabilities are identified, explained and are appropriate and correct. Specific vocabulary terms are used correctly. | Less than 2 potential liabilities are identified briefly explained and is somewhat appropriate and correct. Specific vocabulary terms are used. | 1 or less potential liabilities are identified vaguely explained and is not appropriate or correct. Specific vocabulary terms are not used accurately. | No potential liabilities are presented or they are not appropriate. Vocabulary terms are not used or are not used accurately. |
| Slide #5: How is the company taxed compared to the other types of business ownerships? | Level of taxation is explained in comparison to the other business structures. Information is accurate. | Level of taxation is somewhat explained in comparison to the other business structures. Information is somewhat accurate. | Level of taxation not explained in comparison to the other business structures. Information inaccurate. | Presentation does not address taxation issues or is not accurate. |
| Slide #6: How can this business raise capital to grow? How difficult will it be for the business to raise the capital? | At least 2 options for raising capital are presented and are appropriate. Ease or difficulty of raising capital is explained as it relates to the particular business structure. | At least 2 options for raising capital are presented and are somewhat appropriate. Ease or difficulty of raising capital is vaguely explained as it relates to the particular business structure. | Less than 2 options for raising capital are presented and are not appropriate. Ease or difficulty of raising capital is vaguely explained and is not related to the particular business structure. | No options are presented for raising capital or are not appropriate. Presentation does not address the ease or difficulty of raising capital. |
| Slide #7: Ending slide asking for questions | Slide exists to remind presenters to allow for questions from audience. | Missing one part of ending slide. | Missing more than one part of ending slide. | Ending/Question slide does not exist. |
| Totals |  | | | |